

# ***CALIFORNIA PEAR ADVISORY BOARD***

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1521 "I" Street ■ Sacramento, CA 95814-2016 ■ Phone: 916 / 441-0432 ■ Fax: 916 / 446-1063

## **MEETING NOTICE**

**November 29, 2016**

**California Farm Bureau Federation  
First Floor Conference Room  
2300 River Plaza Drive  
Sacramento, CA 95833  
Phone: (916) 561-5500**

**9:00 a.m. – Noon**

## ***AGENDA***

- |   |          |
|---|----------|
| I. Call to Order  | 9:00 am  |
| II. Roll Call   | 9:00 am  |
| III. Introductions  | 9:05 am  |
| IV. Approval of June 16, 2016 Meeting Minutes                     | 9:10 am  |
| V. Crop Review and Discussion                                     | 9:20 am  |
| VI. CPAB Impacts Report 2012 – 2017                               | 9:30 am  |
| VII. Research   | 9:45 am  |
| • General Discussion of Research Program and Priorities           |          |
| ○ Long Term Projects  |          |
| ○ Mechanization   |          |
| ○ Other   |          |
| VIII. Break   | 10:30 am |
| IX. Marketing Programs  | 10:45 am |
| • General Discussion of Marketing, Promotion and Public Relations |          |

Action may be taken on any of the above items

- Overall California Pear Market
  - ✓ Vulnerabilities
  - ✓ Opportunities
- California Pear Voice
- Retail Opportunities
- Export Markets

X.      Issues Management 11:30

- Addressing industry concerns on a united front
  - ✓ Recent action by DPR
  - ✓ Dirty Dozen
  - ✓ Addressing Local/California Based Support

XI.     Other Business

XII.    Adjourn Noon

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The California Pear Advisory Board meetings comply with the Bagley-Keene Open Meetings Act that allows for public comment on all agenda items. For further information related to this agenda, please contact the CPAB Office at 916-441-0432.

A copy of this meeting notice can be found at  
<http://www.calpear.com>.

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